

iOS Share of Smartphone Sales for Smartphones Priced \$300 or More
Epic Games, Inc. v. Apple Inc., Case No. 4:20-cv-05640-YGR-TSH (N.D. Cal.)
Summary Pursuant to Federal Rule of Evidence 1006

| | Globally Excluding China | | U.S. | |
|-------------|---------------------------------|----------------|--------------|----------------|
| Year | Units | Revenue | Units | Revenue |
| 2008 | 12% | 15% | 22% | 29% |
| 2009 | 20% | 25% | 23% | 29% |
| 2010 | 23% | 31% | 21% | 29% |
| 2011 | 29% | 37% | 35% | 47% |
| 2012 | 34% | 40% | 49% | 57% |
| 2013 | 34% | 39% | 49% | 53% |
| 2014 | 40% | 47% | 54% | 58% |
| 2015 | 47% | 54% | 59% | 62% |
| 2016 | 50% | 56% | 66% | 67% |
| 2017 | 51% | 58% | 68% | 70% |
| 2018 | 48% | 56% | 70% | 73% |
| 2019 | 48% | 56% | 71% | 73% |

Source: PX2489 (IDC, “IDC Worldwide Quarterly Mobile Phone Tracker”).

Description: The iOS shares are calculated by summing iPhone units sold and dividing by total smartphone units sold, for each year, restricting to sales of smartphones priced at \$300 or more. Revenue shares are calculated in the same manner based on sums of revenue rather than units. The panel titled “Globally Excluding China” considers sales in all countries, excluding China, and the panel titled “U.S.” is based solely on sales in the U.S.